RESULTS SHOWING NUMERICAL RATINGS GROUPED IN RED

(The At-Random Survey questions below dealing with preferences were calibrated into a means scale of 1 to 5. A midpoint on the scale either indicated neutrality or no inclination toward the 2 choices on either side of the neutral midpoint. In red, the middle number under each of the queries indicates the actual midpoint or neutral responses while the 2 responses to the left and right of the neutral have been combined. For example, in the question immediately below – the "Strongly oppose" position was selected by 110 participants while the more moderate "Oppose" position attracted 181 participants. These have been combined as a single total of 291 as shown below. The same method is used throughout.)

Community meetings held in October and November, 2006 and February, 2007 generated a variety 4. of ideas for changing the zoning in the town. In the following questions, please indicate the extent to which you support or oppose each idea.

In the downtown area and the existing village centers listed in Question #3, would you support or oppose:

	Stro	ngly ose	Op	pose	Nei	utral	Sup	port		ngly port	
	Ń	%	n	%	n	%	n	%	n	· %	Mean
Increasing the density (number of units allowed, perhaps an increase in building height, etc.)	110	17.1	181	28.1	120	18.6	161	25.0	72	11.2	2.85
Encouraging mixed-use buildings (such as buildings that combine housing, retail, and offices) in the town center and village centers 84 Oppose & Strongly oppose 109 Neutral 455 Strongly support & Support	27	4.2	57	8.8	109	16.8	313	48.3	142	21.9	3.76
Allowing the more intensive uses (a and b above) of the downtown/village areas only if they bring a reduction in the number of new homes and businesses in other parts of town 178 Strongly oppose & Oppose 249 Neutral 291 Support & Strongly support	62	9.8	116	18.4	249	39.4	149	23.6	142	21.9	3.03
In residential neighborhoods, would you sun	port	or on	oose t	he foll	owing	?					

In residential neighborhoods, would you support or oppose the following?

,	Stron	ıgly							Stror	ıgly	
	oppo	ose	Op	pose	Nei	utral	Supp	port	supp	port	
	N	%	n	%	n	%	n	%	n	%	Mean
Encouraging apartments being added to existing houses	04	16.0	180	27.7	159	24.5	159	24.5	47	7.2	2.80

159 Neutral

206 Support & Strongly support

Allowing increased housing density while requiring compatible design standards	74	11.6	139	21.8	134	21.0	240	37.7	50	7.8	3.08
Allowing increased density while giving residents significant input into planning and design	62	9.7	133	20.7	140	21.8	233	36.3	73	11.4	3.20
306 Support & Strongly support											
Requiring the developers of subdivisions cluster the homes on smaller lots and place remaining land in conservation	46	7.1	82	12.7	132	20.4	224	34.6	163	25.2	3.60
Elsewhere in town, would you support or op	pose t	he fol	lowin	g?							
	Stron		0		N	. 1	C			ngly	
	oppo N	ose %	Op _j n	pose %	ne n	utral <u>%</u>	Sup n	port %	sup n	port %	Mean
Allowing businesses that need to have walk-in or drive-in customers to locate in professional research parks	20	3.2	44	7.0	150	23.7	287	45.4	131	20.7	3.74
Zoning for a light industrial/office park	25	3.9	35	5.5	113	17.7	300	46.9	166	26.0	3.86
5. To what extent do you agree or disa Amherst?	agree	with	the f	ollowi	ing id	leas al	bout	future	e dev	elopmen	it in
	Stron		Disa	gree	Ne	utral	Ag	ree		ongly gree	Maan
	disag <u>N</u>		n	%	n	%	n	%	n	%	Mean

Additional village centers for mixed businesses and residential use should be created in Amherst	11.1	139	21.8	178	27.9	199	31.8	52	8.1	3.03
New development should be spread evenly across the town (NOT concentrated in the village centers and downtown)	16.5	189	29.4	152	23.6	153	23.8	43	6.7	2.75
More commercial uses that serve the student population should be encouraged in appropriate areas close to the UMass campus 29 82 Strongly oppose & Oppose 117 Neutral 450 Support & Strongly support	4.5	53	8.2	117	18.0	288	44.4	162	25.0	3.77

7. In future land use decisions, do you think the creation of moderate income housing should get less priority, equal priority, or greater priority than the protection of additional open space?

		Cum.		Cum.
	Count	Count	Pct.	Pct.
Much lower priority	92	92	14.1	14.1
Lower priority	137	229	21.0	35.1
Equal priority	288	517	44.1	79.2
Greater priority	96	613	14.7	93.9
Much greater priority	40	653	6.1	100.0

Mean = 2.78

229 Much lower priority & Lower priority

288 Equal priority

136 Greater Priority & Much greater Priority

8. Would you support the construction of a greater number of small homes on smaller lots rather than a fewer number of large homes on larger lots, if this resulted in homes that were affordable to moderate income households?

		Cum.		Cum.
	Count	Count	Pct.	Pct.
Strongly oppose	34	34	5.2	5.2
Oppose	58	92	8.9	14.1
Neutral	103	195	15.7	29.8
Support	310	505	47.4	77.2
Strongly support	149	654	22.8	100.0

Mean = 3.74

92 Strongly Oppose & Oppose

103 Neutral

459 Support & Strongly Support

9. Below is a list of examples of housing types that involve greater density. To what extent would you support or oppose each of these in order to create housing that more affordable to the average household?

	Stroi	ngly							Stro	ngly	
	opp	ose	Opp	ose	Net	ıtral	Supp	ort	sup	port	
	N	%	n	%	n	%	n	%	n	%	Mean
Small houses on small lots	28	4.4	66	10.3	97	15.2	327	51.2	121	18.9	3.70
Duplexes	29	4.6	86	13.6	142	22.4	293	46.2	84	13.2	3.50
Condos	28	4.4	73	11.5	143	22.4	303	47.6	90	14.1	3.56
Apartment buildings	125	19.9	171	27.2	131	20.8	148	23.5	54	8.6	2.74

12. To what extent do you support or oppose each of the following?

	Stroi	ngly							Stro	ngly	
	opp	ose	Op	pose	Ne	utral	Sup	port	sup	port	
	N	%	n	%	n	%	n	%	n	%	Mean
Having housing specifically set aside for seniors	. 29	4.5	43	6.7	150	23.4	280	43.6	140	21.8	3.72
Small, moderately priced units set aside for seniors	.21	3.2	41	6.3	132	20.3	295	45.5	160	24.7	3.82
Upscale, market rate units set aside for seniors	. 63	9.8	124	19.3	216	33.5	166	25.8	75	11.6	3.10

13. To what extent do you feel the following economic development initiatives are desirable or undesirable?

	Very							Vei	·y	
	ndesirable						irable		rable	M
	N %	n	<u>%</u>	n	%	n	%	n	%	Mean
University/research/clean/high technology	5 .8	14	2.1	63	9.6	221	33.5	356	54.0	4.38
Retirement communities	13 2.0	34	5.2	180	27.5	300	45.8	128	19.5	3.76
Culture and tourism based	6 .9	28	4.3	143	21.7	294	44.7	187	28.4	3.96
Agriculture-based business and services	5 .8	18	2.7	136	20.6	292	44.2	209	31.7	4.03
Retail services	16 2.4	43	6.6	171	26.1	293	44.7	132	20.2	3.74
Light industry	25 3.8	96	14.7	203	31.1	237	36.3	92	14.1	3.42
Luxury housing	29 19.6	195	29.6	227	34.5	68	10.3	39	5.9	2.53
Off campus privately owned student housing 1: 330 undesirable 227 neutral 136 desirable	31 19.9	164	24.9	227	34.5	104	15.8	32	4.9	2.61

15. In your opinion, how important is											
		at all ortant	-	ghtly ortant		od. ortant		ery ortant		remely ortant	
	N	%	n	%	n	%	n	%	n	%	Mean
Protect its environmental quality (air/water quality) 9 Not important & Slightly important 49 Moderately important 606 Very important & Extremely important	nt	0.0	9	1.4	49	7.4	165	24.8	441	66.4	4.56
Protect its natural environment (forests, wildlife, fish, habitat)	,	0.5	19	2.9	57	8.6	200	30.3	381	57.7	4.42
Create a range of housing alternatives	;	7.8	72	11.0	191	29.2	199	30.5	140	21.4	3.47
Preserve historic structures and landscapes in Amherst	,	1.4	63	9.5	159	24.1	220	33.3	209	31.7	3.84
Provide public facilities for cultural activity 132 Not important & Slightly important 202 Moderately important 324 Very important & Extremely impor	,	6.1	92	14.0	202	30.7	199	30.2	125	19.0	3.42
Encourage historic preservation	;	2.6	82	12.5	196	29.8	205	31.2	158	24.0	3.62
Have more recreational facilities	,	14.0	122	18.5	240	36.4	140	21.2	65	9.9	2.95
Preserve the current level of farming	,	3.5	61	9.2	132	20.0	220	33.3	225	34.0	3.85
Better link existing parcels of open space	;	8.4	99	15.5	219	34.2	158	82.8	110	17.2	3.27
Actively support contemporary cultural life 173 Not important & Slightly important 202 Moderately important 271 Very important & Extremely impor	;	8.2	120	18.6	202	31.3	167	25.9	104	16.1	3.23

17. How many more of the following types of new housing units should be built in Amherst?

	None		few nore	Son	me ore		lany ore	A gr many	reat / more	
<u> 1</u>	V %	n	%	n	%	n	%	n	%	Mean
Large single-family houses on large lots 24 440 None & Few More 142 Some More 39 Many More & Great Many More	4 39.	3 196	31.6	142	22.9	25	4.0	14	2.3	1.98
Small single-family houses on small lots	1 8.	1 111	17.6	293	46.5	141	22.4	34	5.4	2.99
Duplexes	8 19.	0 134	21.5	280	45.0	71	11.4	19	3.1	2.58
Apartments added to exiting houses	4 28.	0 165	26.5	188	30.2	65	10.5	30	4.8	2.38
Rental apartments	4 29.	2 193	30.6	170	26.9	61	9.7	23	3.6	2.28
Townhouses/Condominiums	8 12.	4 161	25.6	270	42.9	88	14.0	32	5.1	2.74
Retirement housing	2 9.	9 121	19.2	273	43.4	122	19.4	51	8.1	2.97
Privately-owned student housing	4 43.	8 144	23.0	148	23.7	42	6.7	17	2.7	2.01
Luxury homes	5 56.	5 153	24.4	89	14.2	22	3.5	9	1.4	1.69

18. Do you agree or disagree that the following are transportation problems in downtown Amherst?

	Stro		Dica	igree	Na	utral	Agı	roo		ongly gree	
	N	%	n	igicc %	n	wii ai %	n	%	n	%	Mean
Lack of downtown parking			144	22.0		18.0	206	31.4	135	20.6	3.35
Downtown traffic congestion	38	5.8	145	22.2	179	27.4	197	30.1	95	14.5	3.25
Infrequent buses	45	7.1	110	17.4	323	50.9	101	15.9	55	8.7	3.02
Too few bicycle lanes leading into the downtown area	67	10.4	135	20.9	247	38.2	120	18.6	77	11.9	3.01
Poorly maintained bike lanes 186 Strongly Disagree & Disagree	65	10.2	121	18.9	272	42.5	116	18.1	66	10.3	2.99
272 Neutral 182 Agree & Strongly Agree											
		_	oropei	rty tax	rate	to pay	for ea	ach of		_	g purposes?
182 Agree & Strongly Agree	Stro opp	ngly oose	_	pose		utral	for ea	port	Stro	ngly port	
182 Agree & Strongly Agree	Stro	ngly	_	_					Stro	ngly	g purposes? Mean
182 Agree & Strongly Agree	Stro opp <u>N</u>	ngly oose <u>%</u>	Opj n	pose %	Ne ⁿ	utral %	Sup _j	port %	Stro sup n	ngly port	
182 Agree & Strongly Agree 19. Would you support or oppose an incr A new multi-generational recreation center 356 Strongly oppose & Oppose 162 Neutral	Stro opp <u>N</u> . 179	ngly bose <u>%</u> 27.8	Opj n 177	pose <u>%</u> 27.5	Ne n 162	utral <u>%</u> 25.2	Supj n 95	90rt 90 14.8	Stro sup n 31	ngly port %	Mean
182 Agree & Strongly Agree 19. Would you support or oppose an incr A new multi-generational recreation center 356 Strongly oppose & Oppose 162 Neutral 126 Support & Strongly support Enhance town library offerings	Stro opp <u>N</u> 179	ngly pose <u>%</u> 27.8	Op n 177	pose % 27.5	Ne n 162	utral % 25.2 29.0	Supj n 95	200rt % 14.8 30.6	Stro sup n 31	ngly port % 4.8	<u>Mean</u> 2.41

Enhance public school program offerings	10.4 82	12.6 126	19.4 184	28.3	191	29.3	3.34
A new department of public works building 130 277 Strongly oppose & Oppose 302 Neutral 62 Support & Strongly support	20.3 147	22.9 302	47.1 54	8.4	8	1.2	2.47
A revolving fund for historical preservation projects	16.0 130	20.4 258	40.4 131	20.5	17	2.7	2.74
Enhance town supported social services	14.1 113	17.5 214	33.2 179	27.8	47	7.3	2.97
To create affordable housing	19.7 109	16.8 164	25.3 180	27.7	68	10.5	2.92

21. The two most common types of residential developments in towns like Amherst are:

<u>Conventional Subdivision</u>: This is the development type under which most of Amherst is currently built. It has no open space requirements and homes are built on relatively large lots.

<u>Cluster Subdivision</u>: This type of development typically preserves a sizeable portion of the land as open space, and in return offers the developer increased density on the remaining portion of the land.

To what extent would you support or oppose additional residential development of either type in Amherst?

St	Strongly					Strongly						
0	ppose	Oppose		Neutral		Support		support				
<u>N</u>	1 %	n	%	n	%	n	%	n	%	Mean		
Conventional Subdivision	5 18.0	138	21.6	220	34.4	129	20.2	37	5.8	2.74		
253 Strongly oppose & Oppose												
220 Neutral												
166 Support & Strongly support												
Cluster Subdivision	5.1	69	10.7	147	22.7	263	40.6	135	20.9	3.62		
102 Strongly oppose & Oppose												
147 Neutral												
398 Support & Strongly support												

22.	To what extent do you agree or disagree with the following statements concerning transportation in
	Amherst?

Annerst.		ngly gree %	Disa n	agree %	Ne n	utral %	Ag n	ree %		ongly gree %	Mean
Create a car-free pedestrian mall in part of downtown Amherst	98	15.2	128	19.8	146	22.6	151	23.4	122	18.9	3.11
New residential development should be accessible to bus service	23	3.5	45	6.9	136	20.8	309	47.2	141	21.6	3.77
New residential development should be accessible to bicycle routes	26	4.0	57	8.7	173	26.5	273	41.7	125	19.1	3.63
Bus service should meet the year-round needs of Amherst on all routes	31	4.7	49	7.5	129	19.8	274	42.0	170	26.0	3.77

23. In your opinion, how important is it that Amherst promote alternative forms of transportation as a means of:

<u>.</u> `	Not at all important		Slightly important		Mod. important		Very important		emely ortant	
Ν	J %	n	%	n	%	n	%	n	%	Mean
Managing traffic congestion		96	14.8	221	34.1	169	26.0	122	18.8	3.36
Decreasing Amherst's contribution to global warming		78	12.0	145	22.3	168	25.8	203	31.2	3.59
Promoting a more active community		82	12.7	177	27.4	180	27.9	134	20.7	3.34

24. To what extent do you agree or disagree that the development of small scale businesses, like convenience stores, should be encouraged in or near areas of town where access to public transportation is not convenient?

Stroi	ngly							Str	ongly	
disag	gree	Disa	gree	Ne	utral	Ag	ree	A	gree	
N	%	n	%	n	%	n	%	n	%	Mean
45	7.0	82	12.7	191	29.6	243	37.7	84	13.0	3.37

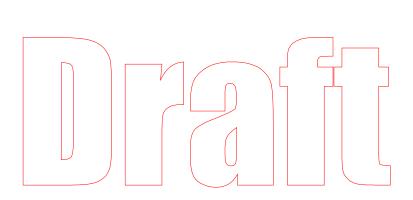
226 Strongly Disagree & Disagree

146 Neutral

273 Agree & Strongly Agree

25. Please indicate the extent to which you agree or disagree with each of the following statements.

	Strongly										
	disag	gree	Disagree		Nei	Neutral		Agree		gree	
	N	%	n	%	n	%	n	%	n	%	Mean
Historic resources are part of the distinctive character of Amherst	9	1.4	15	2.3	89	13.6	344	52.5	198	30.2	4.08
Historic resources are worth preserving even at the expense of some development	18	2.8	47	7.2	153	23.6	287	44.2	144	22.2	3.76
Historic resources deserve support through tax incentives	48	7.4	69	10.7	206	31.9	232	36.0	90	14.0	3.38



Copy check needed for accuracy!